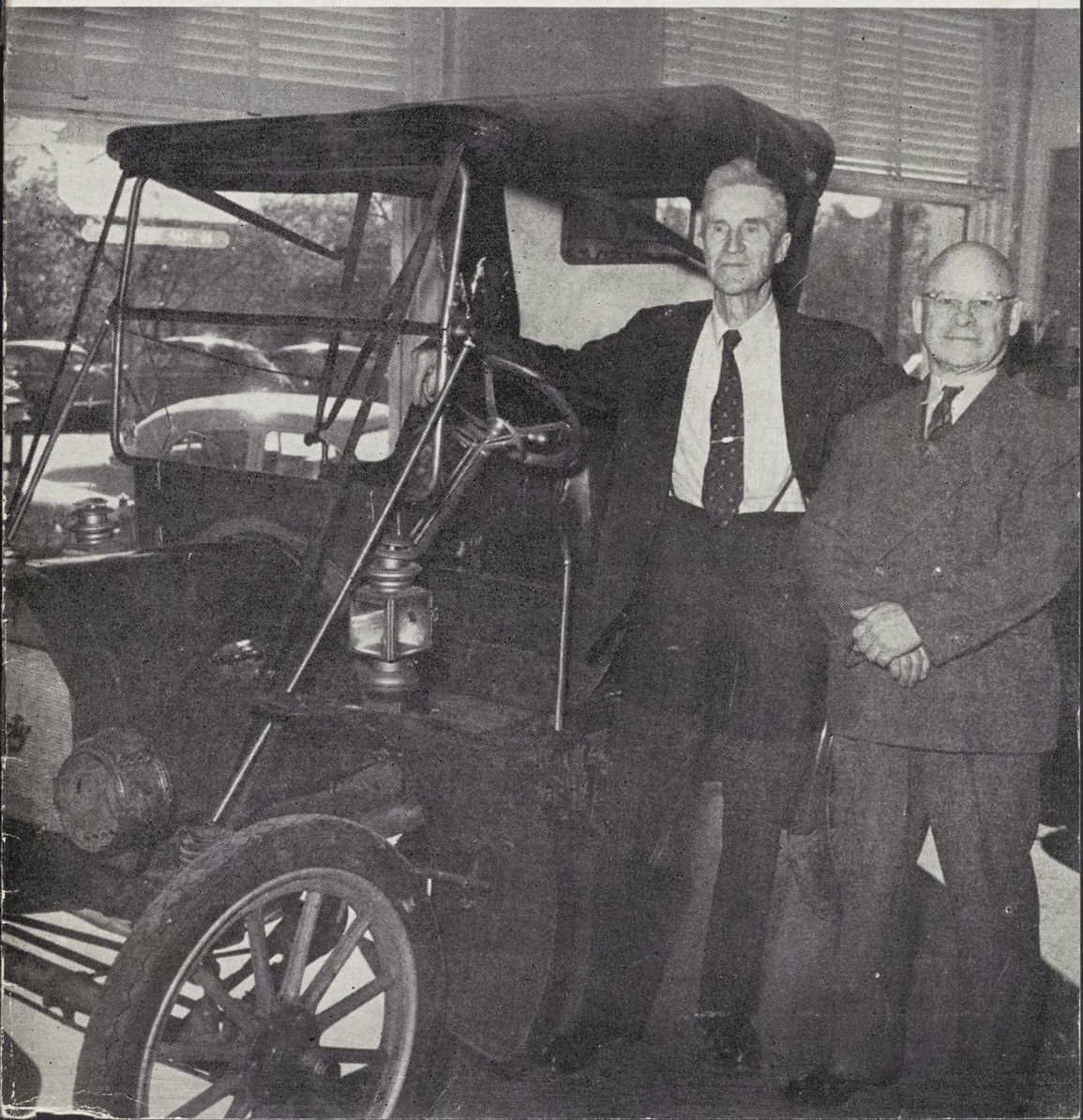
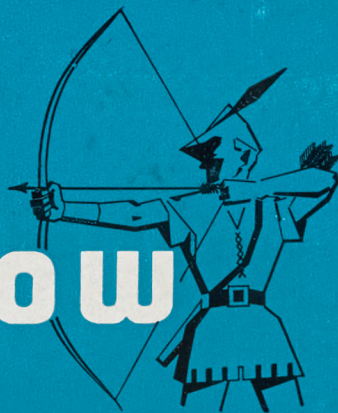


Bowman's

Arrow



The Song of the Get-By Salesman

by JOHN L. LOVE



OCTOBER

October works by fits and starts and loves to show its little arts with seldom two days quite the same but always up to some new game. The Indian Summer gets a turn and then a taste of Winter stern accompanied by rain and sleet and then slap back to summer heat. One day you're frying in a sizzle, the next you're damp through in a drizzle, and how can we poor salesmen sell or ever hope to ring the bell when that bum guesser, Ol' Man Probs, keeps throwing spanners in our jobs? That kind of thing sure gets my goat—and this is what the boss should note—for you can't start out on a trip if skies all week are gonna drip and then comes out the blistering sun and long before six days are done you're blown about by winds and gales that play the devil with your sales. Another thing I ne'er forget but always keep in mind, you bet! is how October's parting days bedeck the trees in gorgeous rays of green and crimson, yellow, brown, like Jacob's many-coloured gown. That means the dying year's a goon and Nature's spinning her cocoon and wants her children all to rest dressed up in their very best. That's why I think it's very wrong to make October's sales curve strong. I get around, but not too fast, until October's days are past, but in November's month I'll plow a furrow deep and straight—and how!

\$25
74

Bowman's



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ROY H. McQUARRIE—EDITOR

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Gold On the Ground . . .

It is a common sight this fall to see wheat piled on the ground on many farms throughout the Province. Our Golden Grain seems to lose its glamour when it comes in such quantities that storage facilities are not adequate and it has to be heaped in mounds like so much dirt. The mounds of wheat however are "pay dirt."

Some of these piles of wheat are worth three, four, five thousand dollars on today's market but so far, we have seen no armed guards standing by as the case would be if these piles consisted of one dollar bills. It is a good thing that wheat is sold on a certificate and quota basis for the protection of the farmer and of our Saskatchewan economy. It is also a happy thought that we live among neighbors in our Province who are trustworthy so that we can leave our piles of golden grain lying untouched in open fields until the market is ready to receive them.

OUR COVER this month pictures three "Old Timers". Standing beside the 1909 Brush Runabout, left, Mr. W. R. Mair, who in partnership with the late Mr. P. L. Johnson operated the first garage business in North Battleford in 1910. The first automobile they brought into the city was a single cylinder Brush with wooden front axle and chain drive. At the right is our President, Mr. Aden Bowman, who started this business in 1907 and kept many of the early vehicles operated in the northern part of the Province, supplied with parts and accessories.

Bowman's 

WINGERT'S HARDWARE IS BUSY SPOT



A. E. Wingert who formerly operated the Oxbow Machine Shop built the above hardware premises in 1949 at Sedley and has developed a very fine trade in this short space of time. In the picture below, that's Mrs. Wingert and Andy at the counter of their compact, well stocked hardware.



ROMEO OPENS NEW TIRE SHOP . . .



Romeo Berthiaume, who has twenty-five years' experience in the tire business, recently opened a tire repair and vulcanizing shop in Assiniboia. Romeo has installed the latest in vulcanizing and repair equipment and is well able to serve the great number of car, truck and tractor owners in Assiniboia and district.



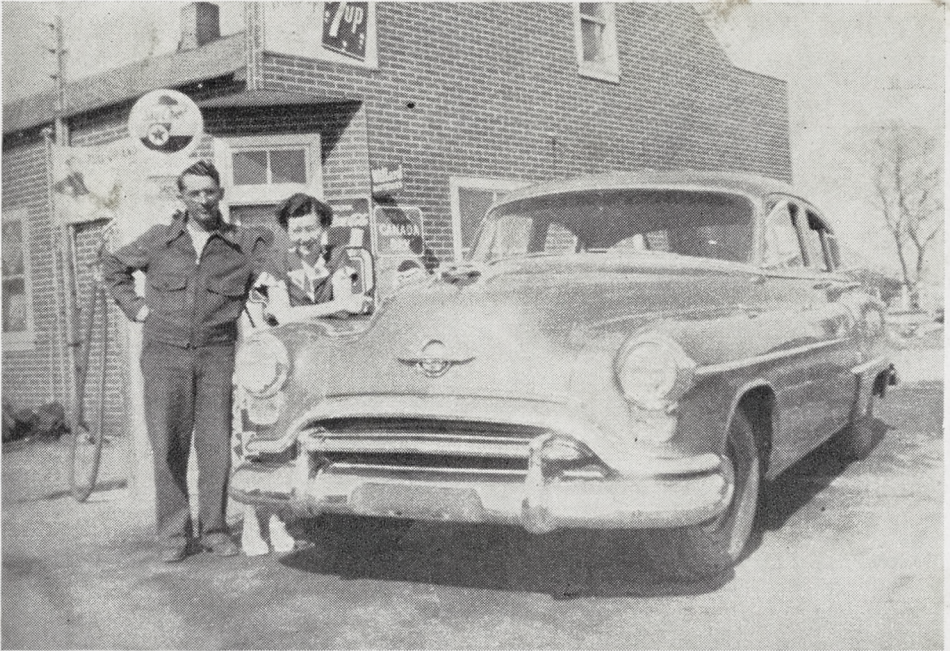
VIBANK HAS ACTIVE I.H.C. DEALER



Built in 1947, Vibank Farm Equipment is owned and operated by Mr. Vetsch who appears in the picture below at the right with his mechanic, Steve Keen. Mr. Vetsch is Mayor of Vibank and is a curling fan in the winter time.



Hubby and Wife Team Operate Garage



The smiling couple in the above picture are Mr. and Mrs. Mike Wilgosh who own and operate a garage at Gornitz. Mr. Wilgosh was formerly in business at Norquay and still operates a farm in that district.

In January of this year, he purchased the business formerly owned by Dan Hudema at Gornitz and specializes in complete automotive service. Mrs. Wilgosh attends to the bookkeeping and parts sales. Mr. and Mrs. Wilgosh have two sons, Roman and Gregory, and a daughter, Theresa.

Mike Wilgosh is interested in fishing and hunting and at this time of year takes time out when possible to knock down the odd duck or chicken.



Bowman's

Lownsboroughs Are Auto Family . . .



West End Motors in Carnduff is a landmark in this south eastern Saskatchewan town. Starting in 1920, C. W. Lownsborough is a pioneer in the automotive sales and service business. The premises were modernized in 1948 and today operates as C. W. Lownsborough & Sons with Russel and Munroe helping dad in this busy Mercury-Lincoln dealership. Another son, Nelson, is in the tire business in B.C. A daughter, Donna, is a graduate nurse in Winnipeg.

Cec. Lownsborough has always entered into community affairs and has a record of ten years on the local School Board and three years on the Town Council. He is a hockey and baseball supporter and his hobby is amateur photography. In the picture below, left to right, Munroe, Cec. and Russ Lownsborough.

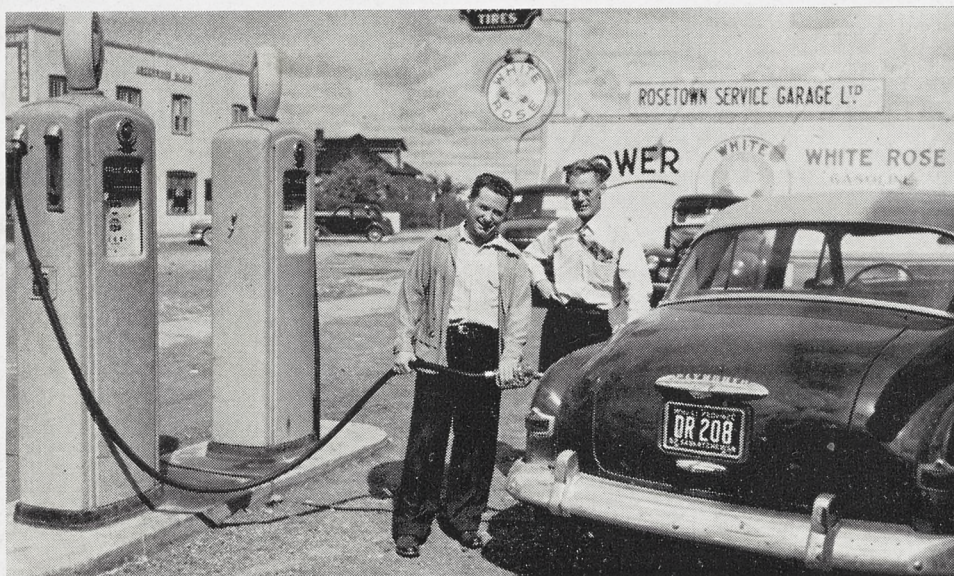


Bowman's

Rosetown Service Garage Are Plymouth Dealers . . .



The Rosetown Service Garage is operated by Del Maranda who formerly headed up the parts department for the Automobile Clearing House in Saskatoon until he came to Rosetown in 1946. With the rapid expansion of business during the past few years, Del Maranda has carried out a remodelling program on the premises to allow for faster and more efficient service to his many customers. Del Maranda takes an active part in community affairs. He likes to play golf, curls during the winter and is a hockey fan. In the picture below Del Maranda is serving gas while Bowman's salesman Reg Stephenson tells him about the big goose shoot that he is planning.

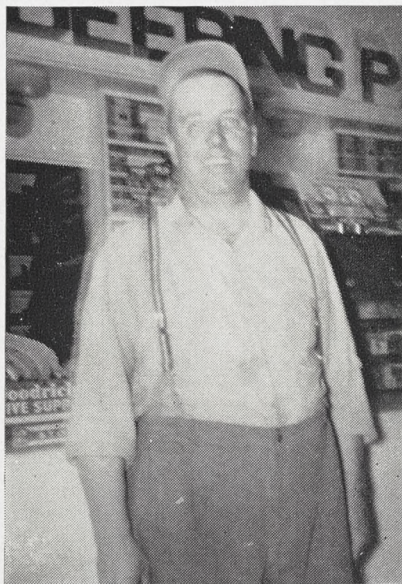


Bowman's

Meet Val Griffiths of Bowsman



Val Griffiths and brother Guy originally started in business in 1929 as partners and in 1940 Val bought out the brother's share. In 1946 Val Griffiths built the new premises shown above and still operates a hardware business in the old building.



Val Griffiths has been International Harvester dealer in Bowsman, Manitoba, since starting in business in 1929 and is well known throughout the territory. Val Griffiths is a keen hunter and fisherman and of course, lives in a district which abounds in game.

Bowsman's

A Small Shop With Great Service

A. F. (Art) Quiding built his service garage in Qu'Appelle in 1949 and in the few short years in which he has been operating, has built up a fine reputation for service in Qu'Appelle and district. Art believes that while his premises are not too large, he can thus give better individual service to his customers.



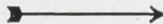
Art Quiding is a Veteran of World War II and has had a great deal of mechanical experience before entering his own business. Art is married and has three sons and three daughters. Mrs. Quiding still finds time to assist Art in operating the station when business is brisk and hubby is busy in the shop.

Bowman's

Service on the Highway . . .



The Atlas Service Station owned and operated by R. E. (Dick) Krug is a familiar sight to travellers on No. 1 Trans-Canada Highway just outside of Balgonie east of Regina. Dick Krug has a well equipped shop for mechanical repairs and offers a complete line of gas, oil and accessories to the motoring public.



Dick Krug has always been interested in sports and played baseball in his younger days, and is still a keen fan of both baseball and hockey. At this time of year, Dick Krug likes to take the shotgun out in the field whenever time permits, to knock down a mallard or prairie chicken that comes within range.



Bowman's →

They Still Burn

By W. W. MILLAR

Secretary

Bowman Brothers Limited

We are now into the season of the year when stoves and furnaces are again being put into use with the resulting fire hazards due to faulty installations, pipes which have not been cleaned recently, etc.

Have you checked over your heating equipment, smoke pipes and chimney?

Are inflammable articles such as oily rags, cans of gasoline, etc., kept far removed from any flame or sparks?

Have you sufficient fire extinguishers and are they so placed that one or more is readily accessible should a fire start in any part of your premises?

Most Important—have you adequate insurance coverage on your building, equipment and stock?

Every year brings reports of fire losses sustained by our customers and even where sufficient insurance is carried there is a financial loss through business being temporarily suspended.

Just a few days ago we were told that one of our customer friends of many years standing had the misfortune to lose his business by



fire and, in addition, his home and contents, with no insurance whatever carried against such a loss.

This is just a friendly reminder that today is none too soon to look into the things we have mentioned above and to protect yourself as far as possible against a catastrophe which no one can foresee but which, if it comes, might deal a crippling blow.

"To what do you attribute your long life? Exercise?"

Old-timer: "The only exercise I get is acting pall-bearer to my friends who take exercise."

←
**DIED LAST NIGHT—
TRUCK DRIVER BOTT . . .
HE WAS TIGHT,
HIS BRAKES WERE NOT.**

Bowman's →



DEALER'S CHOICE

Classified Advertisements

**FOR SALE . . . WANTED . . . SITUATION
WANTED HELP WANTED**
These columns are at the disposal of our readers. There is no charge for this service. We are glad to help in any way we can. All answers will be mailed to the advertisers as they are received. THE "ARROW" OPERATES MERELY AS A FORWARDER AND TAKES NO PART IN ANY NEGOTIATIONS.

FOR SALE—Neon dealer sign "Dodge-DeSoto-Dodge Trucks" A-1 shape. Reason for selling, dealer discontinued Dodge contract. Regular price \$450.00, will sell for \$225.00. Apply Box G-400, Bowman's Arrow, c-o Bowman Brothers Limited, Saskatoon.

FOR SALE—CVE Simplex Vulcanizer in first class condition. Now used on electricity but there is also a new gas burner for it that has never been used. Complete with all air bags, tread plates, bead plates up to 825x20. Knives, rasps and a quantity of small equipment. Electric tube plate and quantity of repair material. Also fluid pump complete with 3/4 h.p. electric motor used only on two tractor tires. Everything necessary to start a vulcanizing shop. \$900.00 will establish anyone in a very profitable business. Apply Box G-401, Bowman's Arrow, c-o Bowman Brothers Limited, Saskatoon.

FOR SALE—Model 965 Van Norman boring bar in first class shape. New price on this boring bar \$994.50, will sell for \$350.00. Apply Box G-402, Bowman's Arrow, c-o Bowman Brothers Limited, Saskatoon.

FOR SALE—Model 777S Van Norman boring bar in A-1 condition. What offers? Write to Box G-403, Bowman's Arrow, c-o Bowman Brothers Limited, Saskatoon.

FOR SALE—Implement business with gas and oil contracts, accessories, fire insurance agencies, etc. Good location in a good district in north central Saskatchewan on No. 2 highway. For particulars write to Box G-404, Bowman's Arrow, c-o Bowman Brothers Limited, Saskatoon.

Dominion Dan YOUR TIRE MAN SEZ:

A WAITRESS IS A GIRL WHO
THINKS MONEY GROWS ON
T-RAYS.



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Nationwide
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Syndicate

Here's our tip to you—pick
Dominion Royal Tires for top
mileage and utmost safety.

In these days of uncertainty, the
only thing you can count on is your
fingers.



Being a husband is like any other
job—it becomes a lot easier if you like
your boss.



What every young girl should
know is the right young man.

Bowman's



BUTCH'S BARBECUE

The most popular labor-saving device for women is still a husband with money.



Scientist: "From our studies we find that other planets may be able to support life."

Hard-working business man: "It isn't exactly easy on this one either."



A young lady, with a touch of hay fever, took with her to a dinner party two handkerchiefs, one of which she stuck in her bosom. At dinner she began rummaging to right and left in her bosom for the fresh handkerchief. Engrossed in her search, she suddenly realized that conversation had ceased and people were watching her, fascinated. In confusion she murmured, "I know I had two when I came."



Mother: "One fare for me and half-fare for my little boy."

Conductor: "He has on long pants."

Mother: "All right. Full fare for the boy and half-fare for me."



After placing flowers on a grave in the cemetery, a man noticed an old Chinaman placing a bowl of rice on a nearby grave and asked:

"What time do you expect your friend to come up and eat the rice?"

Replied the old Chinaman: "Same time your friend come up to smell flowers."



Anyone who thinks he is indispensable should stick his finger in a bowl of water and then notice the hole it leaves when he pulls it out.

Old Gentleman: "You're an honest boy, but it was a \$10 bill, not 10 ones that I lost."

Small Boy: "I know, mister, it was a \$10 bill I picked up. But the last time I found one, the man who owned it didn't have any change."



He: "Well, goodbye, honey, I'm going out of town for a few days. What's your phone number? I'll call you up when I get back."

She: "Plaza 2144, and if a man answers—you stayed away too long."



Husband: "What is it, dear?"

Wife: "I found another lipstick in the car. Have you been out again with that fellow who sells cosmetics?"



Pa: "It's two o'clock—'bout time Sally's boy friend went home."

Ma: "Now, now, John—just remember how we used to court."

Pa: "That settles it! Out he goes!"



He: "I wonder why we can't save anything?"

She: "It's the neighbors, dear; they are always doing something we can't afford."



A successful young prizefighter was taking advantage of his popularity to endorse everything that was put in front of him.

"Hey, Sluggo," an acquaintance greeted him one morning, "I just read your article in the morning paper. Boy, it was a honey."

"Yeah," replied the slugger, "so they tell me. You know, sometimes I'm sorry I can't read."

To go further -

with more payload -

anywhere on the map



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